

Application No. 10/684045  
Amendment dated May 2, 2006  
Reply to Office Action of February 10, 2006

Docket No.: 013227.0101C1US  
(Formerly 13227.101C1 (202))

### AMENDMENTS TO THE CLAIMS

1. (Currently amended) A common point authoring system for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

means for enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes;

means for authenticating said draft informational object created by said authorized authoring member;

means for converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier; [[and]]

means for writing said created immutable informational object into a memory for use by authorized accessing members; and

means for updating an informational object by creating a new informational object relating back to said informational object and containing new data.

2. (Original) The common point authoring system of claim 1 further comprising:  
means for enabling an authorized accessing member to retrieve a selected informational object.

Claim 3 (Canceled)

4. (Currently amended) ~~The common point authoring system of claim 1 further comprising:~~ A common point authoring system for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

means for enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes, comprising:

means for enabling an authorized authoring member to create data comprising at least one draft data element;

means for authenticating said draft informational object created by said authorized authoring member, comprising:

means for authenticating said at least one draft data element created by said authorized authoring member;

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means for converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier, comprising:

means for converting said authenticated at least one draft data element created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier; and

means for writing said created immutable informational object into a memory for use by authorized accessing members, comprising:

means for writing said created immutable at least one data element into a memory.

5. (Original) The common point authoring system of claim 4 wherein said means for enabling comprises:

means for maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

Claim 6 (Canceled)

7. (Original) The common point authoring system of claim 5 wherein said authorized authoring member creates an informational object, said means for converting further comprises:

means for associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

8. (Original) The common point authoring system of claim 1 further comprising:  
means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with data representative of an ancillary one of a product and a service relating to said accessed informational object.

9. (Original) The common point authoring system of claim 1 further comprising:  
means for enabling an authorized advertising member to create a draft advertising data object;

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means for authenticating said draft advertising data object created by said authorized advertising member; and

means for converting said authenticated advertising data object created by said authorized advertising member to a corresponding immutable advertising data object maintained in a read-only mode.

10. (Original) The common point authoring system of claim 9 further comprising:  
means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with access to a one of said advertising data object relating to said accessed informational object.

11. (Currently amended) A method for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:  
enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes;  
authenticating said draft informational object created by said authorized authoring member;  
converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier; [[and]]  
writing said created immutable informational object into a memory for use by authorized accessing members; and  
updating an informational object by creating a new informational object relating back to said informational object and containing new data.

12. (Original) The common point authoring system of claim 11 further comprising:  
enabling an authorized accessing member to retrieve a selected informational object.

Claim 13 (Canceled)

14. (Currently amended) ~~The common point authoring system of claim 11 further comprising:~~ A method for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

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enabling an authorized authoring member to create data comprising a draft informational object, which uniquely identifies a product for tracking purposes, comprising:  
enabling an authorized authoring member to create data comprising at least one draft data element;

authenticating said draft informational object created by said authorized authoring member, comprising:

authenticating said at least one draft data element created by said authorized authoring member;

converting said authenticated informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier, comprising:

converting said authenticated at least one draft data element created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier; and

writing said created immutable informational object into a memory for use by authorized accessing members, comprising:

writing said created immutable at least one data element into a memory.

15. (Original) The common point authoring system of claim 14 wherein said step of enabling comprises:

maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

Claim 16 (Canceled)

17. (Original) The common point authoring system of claim 15 wherein said authorized authoring member creates an informational object, said step of converting further comprises:

associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

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18. (Original) The common point authoring system of claim 11 further comprising:  
providing, in response to access of an informational object by said authorized accessing  
member, said authorized accessing member with data representative of an ancillary one of a product  
and a service relating to said accessed informational object.

19. (Original) The common point authoring system of claim 11 further comprising:  
enabling an authorized advertising member to create a draft advertising data object;  
authenticating said draft advertising data object created by said authorized advertising  
member; and  
converting said authenticated advertising data object created by said authorized  
advertising member to a corresponding immutable advertising data object maintained in a read-only  
mode.

20. (Original) The common point authoring system of claim 19 further comprising:  
providing, in response to access of an informational object by said authorized accessing  
member, said authorized accessing member with access to a one of said advertising data object  
relating to said accessed informational object.

21. (Currently amended) A common point authoring system for maintaining data for  
use by authoring and accessing members to track uniquely identified products, comprising:  
authoring client server means for enabling an authorized authoring member to create  
data comprising a draft informational object;  
informational object database means for maintaining in a read-only mode, a set of data  
that defines an informational object, said set of data comprising a plurality of said unique identifiers  
that correspond to a selected set of said plurality of data elements;  
authentication means for authenticating said draft informational object created by said  
authorized authoring member;  
authoring server means for converting said draft informational object created by said  
authorized authoring member to a corresponding immutable informational object which is  
identified by a unique identifier;  
database management means for writing said created immutable informational object  
into an informational object database; and

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informational object editing authoring client server means for updating an informational object by creating a new informational object relating back to said informational object and containing new data.

22. (Original) The common point authoring system of claim 21 further comprising:  
member client server means for enabling an authorized accessing member to retrieve a selected informational object.

Claim 23 (Canceled)

24. (Currently amended) ~~The common point authoring system of claim 21 further comprising:~~ A common point authoring system for maintaining data for use by authoring and accessing members to track uniquely identified products, comprising:

authoring client server means for enabling an authorized authoring member to create data comprising a draft informational object, comprising:

data element authoring client server means for enabling an authorized authoring member to create data comprising at least one draft data element;

informational object database means for maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said data elements;

authentication means for authenticating said draft informational object created by said authorized authoring member, comprising:

data element authentication means for authenticating said at least one draft data element created by said authorized authoring member;

authoring server means for converting said draft informational object created by said authorized authoring member to a corresponding immutable informational object which is identified by a unique identifier, comprising:

data element authoring server means for converting said authenticated at least one draft data element created by said authorized authoring member to a corresponding immutable at least one data element which is identified by a unique identifier; and

database management means for writing said created immutable informational object into said informational object database means, comprising:

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data element writing means for writing said created immutable at least one data element into a memory.

25. (Original) The common point authoring system of claim 24 wherein said data element authoring client server means comprises:

memory means for maintaining in a read-only mode, a set of data that defines an informational object, said set of data comprising a plurality of said unique identifiers that correspond to a selected set of said plurality of data elements.

Claim 26 (Canceled)

27. (Original) The common point authoring system of claim 25 wherein said authorized authoring member creates an informational object, said authoring server means further comprises:

mapping means for associating said unique identifier assigned to said created informational object with said unique identifiers that correspond to a selected set of said plurality of data elements.

28. (Original) The common point authoring system of claim 21 further comprising:  
advertising server means, responsive to access of an informational object by said authorized accessing member, for providing said authorized accessing member with data representative of an ancillary data object one of either or both a product and a service relating to said accessed informational data object.

29. (Original) The common point authoring system of claim 28 further comprising:  
advertising authoring means for enabling an authorized advertising member to create a draft advertising data object comprising one or more of said plurality of immutable data elements;  
advertising authentication means for authenticating said draft advertising data object created by said authorized advertising member; and  
advertising storage means for converting said authenticated advertising data object created by said authorized advertising member to a corresponding immutable advertising data object maintained in a read-only mode.

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30. (Original) The common point authoring system of claim 29 further comprising:  
advertising access means, responsive to access of an informational object by said  
authorized accessing member, for providing said authorized accessing member with access to a one  
of said advertising data object relating to said accessed informational object.